

CONFIDENTIAL

Approved For Release 2002/05/17 : CIA-RDP86-00114R000100070013-9

DDA-77-3999

*John 77*

MEMORANDUM FOR: Senior Editors of DDA Exchange

25X1A



FROM : John F. Blake  
Deputy Director for Administration

SUBJECT : DDA Exchange

1. ☐ The results of the Reader Survey on this, the first anniversary of DDA Exchange, are indeed gratifying. The success of the magazine must, in great measure, be attributed to your efforts and cooperation. The preparation of manuscripts, collection of graphic material, the meetings with other Senior Editors, distribution of the magazine, and the myriad other, time-consuming tasks, as well as your active support, are reflected in the readers' vote of confidence. On behalf of all the readers, my sincere thanks to each one of you and to those who have assisted you in this endeavor.

2. ☐ As was mentioned at your most recent Editorial Board meeting, I share your concern that perhaps the lower graded employees have not all had the opportunity to read Exchange. MAS, tasked with reviewing this matter and with recommending appropriate action, suggests that restricted circulation might be traced to the erroneous belief held by some that Exchange is intended only for the higher graded personnel. For your information, a copy of MAS's report is forwarded (without its attachments).

3. ☐ Based on your knowledge, observations, and experience, it will be appreciated if you will take such action as is appropriate to assure that all employees in your office understand that Exchange is for all DDA personnel and to assure that all employees are given the opportunity to read Exchange. From the viewpoint of this

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objective, you might determine what publicity tacks (i.e. word of mouth, staff meetings, memoranda, notices) will be most effective in "spreading the word." You might also review, for possible change, your distribution list-- to whom, number of copies, etc. In support of your efforts, a copy of this memorandum is being sent to your office director with the request that he provide you with whatever assistance is needed to achieve success.

John F. Blake

Attachment:  
As noted

Distribution:  
1 - Each addressee w/att.  
1 - Each office director w/att.  
1 - DDA Subject  
1 - DDA Chrono  
1 - MAS Chrono

☐ UNCLASSIFIED

INTERNAL

USE ONLY

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## ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DDA Exchange Distribution

FROM:

John F. Blake  
Deputy Director for Administration

EXTENSION

NO.

DDA-77-3999

DATE

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

2.

3.

4.

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6.

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14.

15.

Attached is a copy of a letter that I have sent to each of the Senior Editors of DDA Exchange on this, the first anniversary, to thank them for the time and effort they have expended in supporting the magazine.

The reader survey taken in conjunction with the April issue indicates widespread acceptance of the magazine, indicating it is responsive to a real need. We are concerned, however, at the rate of response by GS-9's and below in contrast with higher grade ranges. It is felt that this might reflect either inadequate distribution patterns or a belief by some that the magazine is intended only for the higher graded employees.

I am asking the Senior Editors to take action to assure that it is understood that the magazine is for all employees and to assure that all employees have the opportunity to read it.

I will appreciate your giving the Senior Editor full support in this regard.

John F. Blake  
Deputy Director  
for  
Administration